

## NO BULL WORKPLAN CHEAT SHEET

### SALES REPS:

#### JUNE:

- ROTATE WINSTON AT IDENTIFIED DIRECT ACCOUNTS
- EDUCATE RETAILERS ON WINSTON NO BULL PROPOSITION
- ROTATE WINSTON IN UNSUPPORTED RETAIL CALLS
- UTAH: PLUS OUT OLD STYLE WINSTON FROM DIRECTS TO IDENTIFIED RETAIL CALLS FOR AGGRESSIVE DISCOUNTING

#### JULY:

- SELL WINSTON ULTRA BOX KS AND 100 TO ALL SUPERMARKETS AND C.O.
- SELL DISTRIBUTION ON ANY STYLE WINSTON (EXCLUDING SELECT AND ULTRA) TO ALL STORES - CONCENTRATE ON BOX STYLES
- ALL BUT UTAH: PLUS OUT OLD STYLE WINSTON FROM DIRECTS TO IDENTIFIED RETAIL CALLS FOR AGGRESSIVE DISCOUNTING
- EDUCATE RETAILERS ON WINSTON NO BULL PROPOSITION
- ROTATE WINSTON IN UNSUPPORTED RETAIL CALLS
- DISCOUNT OLD STYLE WINSTON USING AGGRESSIVE DISCOUNTING IN UNSUPPORTED CALLS - DO NOT DISCOUNT NEW STYLE UNLESS ALL OLD STYLE WINSTON HAS SOLD THROUGH
- BEGIN TO USE RETAILER EDUCATION SWEEPSTAKES WHEN RECEIVED - ESPECIALLY IN UNSUPPORTED CALLS
- SELL WINSTON TEMPORARY DISPLAYS - ESPECIALLY IN CALL WITH ONLY ONE FOOTPRINT
- SELL WINSTON POS/PDI FOR AUGUST PLACEMENT - ACCORDING TO PRIORITIES
- SELL DISPLAY FOR AUGUST WINSTON CIG OUTLET INSERTS

#### AUGUST:

- IN ALL RETAIL CALLS RETURN OLD STYLE WINSTON TO WHOLESALER - OFFSET RETURNS WITH AN EQUAL ORDER FOR NEW STYLE WINSTON
- ENSURE WE GET OUR DISCOUNT DOLLARS BACK ON DISCOUNTED WINSTON THAT IS RETURNED
- USE CONSUMER MISSION CARDS/BUSINESS REPLY CARDS

### RETAIL REPS:

#### JUNE:

- EDUCATE RETAILERS ON WINSTON NO BULL PROPOSITION
- ROTATE WINSTON IN RETAIL CALLS
- DISCOUNT SELECT IN SUPERMARKETS AT \$4/40 RATE
- DO NOT DISCOUNT NEW STYLE WINSTON UNLESS ALL OF THE OLD STYLE HAS SOLD THROUGH
- PLACE/REPORT DORAL SUPERMARKET INSERTS (USE POS)

20: 1200	21: 1000	22: 1300	23: 2700	24: 1900
25: 1300	26: 1500	27: 1700		

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**JULY:**

- EDUCATE RETAILERS ON WINSTON NO BULL PROPOSITION
- ROTATE WINSTON IN RETAIL CALLS
- DISCOUNT OLD SYLE WINSTON USING AGRESSIVE DISCOUNTING - DO NOT DISCOUNT NEW STYLE UNLESS ALL OLD STYLE WINSTON HAS SOLD THROUGH
- BEGIN TO USE RETAILER EDUCATION SWEEPSTAKES WHEN RECEIVED
- DO NOT USE NEW WINSTON POS ON OLD STYLE WINSTON PRODUCT

**AUGUST:**

- IN ACCOUNTS NOT CALLED ON BY SALES REPS, RETURN OLD STYLE WINSTON TO WHOLESALER - OFFSET RETURNS WITH AN EQUAL ORDER FOR NEW STYLE WINSTON
- ENSURE WE GET OUR DISCOUNT DOLLARS BACK ON DISCOUNTED WINSTON THAT IS RETURNED
- PLACE WINSTON TEMPORARY DISPLAY IN ALL PACK OUTLET CALLS POSSIBLE
- PLACE WINSTON POS/PDI ACCORDING TO PRIORITIES
- USE CONSUMER MISSION/BUSINESS REPLY CARDS
- ENSURE WINSTON CIG OUTLET ONSETS ARE PLACED, DISPLAYED, ADVERTISED

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